

Attachment 1

FY 15/16 TDC Events

Event	Funding Amount	Event Completion Date	Attendance
Clearwater Jazz Holiday	\$100,000	10/18/2015	35,000
John's Pass Seafood Festival	\$65,000	10/25/2015	145,000
Northeast Exchange Ribfest	\$100,000	11/15/2015	40,000
St. Pete Bowl	\$135,000	12/26/2015	14,465
Outback Bowl	\$150,000	1/1/2016	53,202
East/West Shrine Game	\$75,000	1/23/2016	23,106
Clearwater Blues Festival	\$50,000	2/21/2016	19,014
Valspar PGA Tour Event	\$250,000	3/13/2016	105,000
Firestone Grand Prix	\$250,000	3/13/2016	162,457
Sugar Sand Festival	\$100,000	4/24/2016	110,000
Old Salt Baddest BBQ	\$50,000	6/18/2016	29,722
Super Boat Championship	\$100,000	10/2/2016	170,000
Total Funding	\$1,425,000	Total Attendance	906,966

Exhibit A
Firestone Grand Prix

VSPC will receive the following Benefits for VSPC invited tourism industry clients/guests and hosting staff/officials:

- One (1) 100-person Hospitality Tent
 - One-hundred (100) three-day reserved grandstand tickets and one-hundred (100) three day paddock passes
- One-hundred (100) three-day general admission tickets to the Event
 - VSPC/County to use for promotional purposes or with its airline partners, etc.
- One (1) 40-person VIP Pit Lane Suite
 - Forty (40) 3-day general admission tickets and forty (40) 3-day paddock passes
- Twelve (12) Event/Race Credentials for tourism industry clients and officials
- Track Turn (Track Signage) Advertising for VSPC Branding
 - Location to be mutually determined
- One (1) 10' x 10' exhibit/Display space in a high traffic pedestrian area
 - Location to be mutually determined
- One (1) full-page, four-color advertisement in the official souvenir program
- Link to the VSPC/County website on the Event website at gpstpete.com



PARTNER SPONSOR BENEFITS:

- **Tournament artwork will include your company's logo/branding**
- **Official event apparel will include your company's logo/branding**

PRINT:

- Your logo included on 10,000 post cards, directly mailed to past anglers and Old Salt members
- Your logo included on 1,000 posters distributed statewide
- Ad in our event publication - full color; 3.5" wide x 4.25" high
- Your company to be highlighted in event press release emailed to over 2,500 news and media contacts

NEWSPRINT:

- Tampa Bay Times event insert: full color, 8.5x 11 insert. Run date, Sunday prior to event, circulation 100,000 waterfront homes
- Your logo included in all ad campaigns: Florida Sportsman, Coastal Angler Magazine and others

TV & RADIO:

- Cox Media Radio commercials (102.5 The Bone & sister stations), name inclusion number of spots, 1000+ | This event is 102.5 the Bone's station event
- Brighthouse commercials, logo inclusion on over 500+ spots in the Tampa Bay area (Pinellas and Hillsborough)
- World Fishing Network commercials, logo inclusion (exact number of spots TBD)
- Majesty Outdoors Highlight Show, logo inclusion (30 minute show)

ON-SITE BRANDING:

- Premium display space, customized to fit your branding needs with a 10x10 tent (provided)
- Signage: premium placement for banners and signage
- Company logo on main stage, step and repeat backdrop and stage banner
- Your company to be included in all sponsor stage announcements
- 8 VIP packets: 12 tournament t-shirts, parking, drink and food tickets

WEB AND SOCIAL MEDIA:

- Banner ad above all on all pages for 6 weeks (128,000+ impressions / 728 x 90 pixels)
- Square ad on all tournament pages (48,000+ impressions / 300 x 250 pixels)
- Company logo and text listing on website in tournament section
- Email campaigns: 2 Full List runs (749,000 impressions each); 2 Pinellas County runs (32,000 impressions each)
- Facebook postings to include your company's name/logo, min. 1 per week, 6 weeks total (we have over 75,000+ likes with a 20% engagement rate, double industry standards)
- Sponsor announcements made on forums such as Florida Sportsman & Online Fisherman
- Live streaming: your company's commercial played throughout broadcast

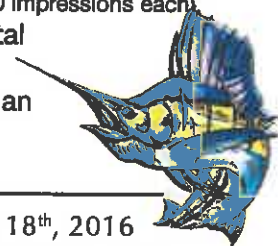


Exhibit A
Outback Bowl/Clearwater Beach Day
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National TV Exposure:

1. One (1) 30-second commercial in the national telecast of the Outback Bowl game on January 1, 2016. (These spots typically sell for \$90,000 each)
2. In addition to the original airing of the game, the VSPC spot will appear again in the initial re-airing of the game on ESPN2.
3. Two (2) 30-second commercials in each of two airings of the Outback Bowl TV Preview Show Special aired nationally on ESPN2 and ESPNU in late December. (estimated media value \$40,000)
4. Two (2) segments of the Outback Bowl Preview Special will be shot on location in Pinellas County at sites determined by VSPC. An additional segment will also promote the Clearwater Beach and Beach Day event. (Last year's show included features on Honeymoon Island and Caldesi Island, and John's Pass). (estimated media value \$240,000)
5. Outback Bowl officials will work directly with network TV producers to encourage including "bumper" spots and mentions of Pinellas County during the international broadcast of bowl game (aired in 144 countries last year). We will provide VSPC B-roll footage along with footage from the Beach Day event directly to network production team. (Typically valued at around \$300,000+)
6. The VSPC logo will appear on the stadium wall banner wrap in view of tens-of-thousands of fans at the game and network TV cameras. Last year this logo was seen 33 times during the games international telecast for a media equivalent value of at least \$426,000 in just live U.S. telecast alone (does not include multiple re-airings of game on ESPN networks, Big Ten or SEC networks, or on live streaming online telecast of game, nor logos picked up on national networks or TV affiliates across the country showing game highlights).

Internet & Social Media Exposure:

1. VSPC will receive multiple banners on the Outback Bowl Web Site to include 760x100px Top-of-Page banner appearing on at least three pages of the site, and 195x120px Right Column ads appearing on at least four pages of the site. All ads linked directly to VSPC site. The Outback Bowl website typically generates about 550,000 page views each year.
2. Pinellas County attractions and bowl hotel partners will also be featured in key sections on the bowl web site. An additional page will be dedicated to highlight Clearwater & St. Petersburg.
3. The Outback Bowl will continue to extensively promote Pinellas County and VSPC web site and digital platforms throughout the year on its social media platforms to include Facebook, Twitter, Instagram and Pinterest. This includes pushing information and photos to the team social media pages once teams are announced to encourage fans to visit/stay in the country.
4. Each year the bowl initiates strategy meetings with VSPC, Visit Tampa Bay, Outback Steakhouse and Raymond James Stadium to develop a plan of action to maximize the use of digital media to encourage fans to visit the market, including Pinellas County beaches, Plans are formulated and delivered to social media staff of the participating schools to tap

Outback Bowl/Clearwater Beach Day

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in to their extensive loyal fan bases. These efforts will continue to be repeated and expanded for the upcoming year.

Publications:

1. VSPC and the Clearwater Chamber will each receive a full-page color advertisement in the Outback Bowl's Official Souvenir Game Program along with a one page editorial feature on Pinellas County.
2. VSPC and the Clearwater Chamber will each receive a full-page color advertisement in the Outback Bowl Official Fan Guide publication distributed directly to 12,000 fans that purchase tickets directly from the participating schools, the publication will also highlight numerous attractions and hotels from Pinellas County in editorial sections.

Clearwater Beach Day Event:

1. The Outback Bowl will produce an event titled "Clearwater Beach Day" to be held December 30, 2015. The bowl will include the event on its official calendar and hold the event on Clearwater Beach, behind the Hilton Clearwater Beach. Both school's marching bands and cheerleaders will be featured at the event along with coaches and various players from each university. The event typically attracts thousands of fans and about 100 media.
2. The event will be referred to as "Clearwater Beach Day" on Outback Bowl publications and promotion of the event by the bowl in Bowl Online Newsletters, Visitor/Fan Guide Brochures and on the Outback Bowl web site.
3. The bowl will encourage visiting and local media to attend the event and recommend visiting radio and TV crews do live remotes from Clearwater Beach. Typically about 100 media attend/cover the Clearwater Beach Day event.
4. A 10' x 10' tent will be provided for VSPC and the Clearwater Chamber at Beach Day to distribute brochures and/or branded premium items (t-shirts, sun glasses, etc) to fans attending Beach Day activities (premium items provided by VSPC/Chamber).
5. VSPC & the Clearwater Chamber will be allowed to display extensive banner signage at the Beach Day event and the VSPC logo will be included on all banners produced directly by the bowl for the event. Signage will be positioned to maximize sightlines for media covering the event.
6. VSPC will be mentioned as a sponsor of Clearwater Beach Day in radio promotions on local station (s) in the Tampa Bay area for two weeks in advance of the event and from their live remote broadcast from the event itself.

Additional Brand Recognition:

1. As an "Official Game Sponsor" the VSPC logo will appear on a number of Outback Bowl materials to include:
 - Local Newspaper ads in the *Tampa Tribune* or *Tampa Bay Times*
 - On VIP Parking passes to the bowl game
 - On Sponsor banners displayed at numerous Outback Bowl events throughout the year
 - On Outback Bowl online newsletters distributed to 35,000+ supporters
 - On the Stadium Video Scoreboards in front of up to 60,000 fans at the game
2. A representative from VSPC will be recognized on the field during the Pregame Show festivities at the Outback Bowl game in front of up to 60,000 fans.

Exhibit A
St. Petersburg Bowl

1. Four (4) :30 commercial units during the live primetime St. Petersburg Bowl broadcast on ESPN.
2. One (1) :30 commercial unit during the live primetime Advocare Basketball Classic broadcast on the ESPN Family of networks.
3. Two (2) :30 commercial units to be run on the video board at Tropicana Field during the St Petersburg Bowl.
4. Three (3) signature sideline banners with premium television exposure during the St Petersburg Bowl.
5. Scenic shots of Pinellas County to and from commercial breaks during the broadcast of the St Petersburg Bowl.
6. One (1) full page, four color ad in the souvenir game program of the St Petersburg Bowl.
7. Logo representation on the bowl website and ESPNPlus.com with links to visitstpeteclearwater.com.
8. VIP Access to all St. Petersburg Bowl events for VSPC clients and guests.
9. Two (2) luxury suites for VSPC meeting planners and guests at the St Petersburg Bowl.

Exhibit A
Valspar Championship
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- **Visit St. Pete/Clearwater will receive recognition in the live national TV broadcasts when referring to the location of the Valspar Championship.**
- **Visit St. Pete/Clearwater will receive TV spots during the 2016 live broadcast.**
Visit St. Pete/Clearwater will receive four (4) 30-second commercials to be aired during Golf Channel's live broadcast.
 - One (1) 30-second spot per day Thursday - Sunday.
 - Visit St. Pete/Clearwater to provide Golf Channel with the 30-second commercial
 - meeting standards.
- **One vignette and one commercial in each airing of new Tee Time Florida program about the Valspar Championship.**
 - Program will air 8 times and feature one :30 second commercial for Visit St. Pete/Clearwater.
 - Each airing for the program will also include one 3-minute vignette for Visit St. Pete/Clearwater with oversight of Valspar Championship; Fox Sports to provide agreed upon production of vignette
 - Program will air 7 times on Fox Sports Sun Sports and once on Fox Sports Florida.
 - Additionally, the program featuring the vignette and commercial will air 3 times in each of the following markets providing tremendous out-of-market exposure for Visit St. Pete/Clearwater: Fox Sports Net North (Minnesota, Wisconsin, northern Iowa, upper Michigan and eastern North and South Dakota); Fox Sports Ohio (all of Ohio and parts of Indian, Kentucky and Pennsylvania), Fox Sports Net Midwest (Nebraska, Kansas, Iowa, Missouri, Illinois, Indiana and Kentucky) and SportsNet New York (New York, Connecticut, New Jersey, Northeastern Pennsylvania and Vermont).
- **Suite of PGA TOUR Digital ads and PGA TOUR Radio ads purchased will include the Visit St. Pete/Clearwater logo.**
All ads purchased by tournament will be co-branded with the Visit St Pete/Clearwater logo.
- **Co-branded advertising with targeted tourism outreach to out-of-market areas.**
All out-of-market advertising will be co-branded with the Visit St Pete/Clearwater logo.
- **Marketing & Branding**
 - Logo position with web address on pairings portion of Pairings Guide. 60,000 pairings guides printed and distributed Wed – Sun.
 - Logo placement on the Valspar Championship website with link to VisitStPeteClearwater.com for one year.
 - Mention in at least 4 posts on the Valspar Championship Facebook page throughout the year.
 - At least 4 tweets on Valspar Championship Twitter page recognizing Visit St. Pete/Clearwater throughout the year.
 - Logo recognition on the LED Sponsor Board.

- Logo recognition on two tee box signs on the Copperhead Course, one on the front nine and one on the back nine.

- **Exhibitor Tent**

On-site, 10'x10' exhibitor tent for Visit St. Pete/Clearwater to showcase the destination and hand out information on the local area including approved promotional giveaways.

- **3 Wednesday Pro-Am spots**

Opportunity for 3 VSPC guests to play in the official pro-am with a PGA TOUR professional.

- Playing spots include gifts, credentials and parking packages.

- **Hospitality for VSPC invited tourism industry clients/guests and hosting staff/officials:**

- One Champions Skybox package (details included in proposal).
- 100 Good-Any-One Day Tickets
- 8 passes for access to VIP reception at Valspar LIVE! Concert featuring nationally-recognized talent
- 2 Honorary Observer spots providing opportunity for 2 guests to walk inside the ropes with a group of PGA TOUR players

Exhibit A

Clearwater Jazz Holiday

- Develop out of market full-page ads which include the VSPC logo and which are placed in numerous national publications.

Tourism partner & VSPC logos are used in these ads:

- a. May & August issues of DownBeat Magazine
 - b. May & August issues of Jazz Times Magazine
 - c. May, July & September issues with Florida Travel & Lifestyle
 - d. May, July & September issues with Southern Travel & Lifestyle
 - e. September issue of AAA Going South
- VSPC logo included on web banners for Clearwater Jazz Holiday.
 - VSPC logo included on 150,000 event brochures, which are distributed to over 1,200 locations through Florida Suncoast Tourism Promotions along with insertions in Florida Welcome Centers. Brochures are also distributed through partners and sponsor companies (i.e. Mercedes-Benz, Target, Costco, etc).
 - VSPC logo included on static billboards and digital billboard advertising for the Clearwater Jazz Holiday in the following proposed markets: Hillsborough, Sarasota, Manatee, Orlando and Pinellas.
 - Link to VSPC website from the official event webpage.
 - VSPC logo included on print newspaper advertising August through October to include Tampa Bay Times, TBT, Rag Newspapers and Orlando Times.
 - Special 24-36 page insert supplement to the Tampa Bay Times that will include a half-page VSPC ad.
 - Approximately 4,000 PSA TV spots on Bright House Networks and 200 on 10News.
 - Social Media Campaign utilizing Facebook, Twitter, and You Tube to promote and inform attendees of the Event along with partner social media outlets (i.e. Tampa bay Times, VSPC, etc.).
 - Approximately (250) 30-second radio spots using the following proposed stations/markets: Cox Media, Clear Channel, Miami, Orlando and Jacksonville markets.
 - (2) 30-second VSPC commercials to be shown during the event.
 - VSPC logo included on-site at event on sponsor boards and stage sound tower.

Exhibit A

Clearwater Sea-Blues Festival

Sponsorship for Visit St. Pete/Clearwater would include the following:

- **Live Amplified Postcard Station**
 - A VSPC branded area, prominently located in the park, where visitors could take their picture on various backdrops, with props, to create their own postcard to send to others and brag about the fun their missing.
 - The postcard would be co-branded with VSPC and festival messaging
- **Recognition as a Featured Sponsor for the Festival**
 - VSPC logo Inclusion in all marketing & collateral, with featured recognition in all out of market materials
 - VSPC branded area in park (Postcard Station)
 - VSPC on-stage banner logo inclusion
 - Space to display a full banner – banner provided by City
 - VSPC logo inclusion on all in-park event signage
 - Space available to display additional signage - provided by VSPC
 - Promo announcements from stage - VSPC to provide a :15 second read
 - VSPC video advertisements to be played on stage video screen during event – VSPC to provide :15 - :30 second commercial to be looped throughout the event and also played in conjunction with promo announcements
 - 10 x 10 floor space located next to the photo area for VSPC to hand out promotional materials
 - VSPC banner ads on festival website
 - Hospitality access for VSPC invited tourism industry clients/guests to include:
 - 10 VIP passes for each day
 - 3 parking passes for each day, Saturday and Sunday
 - Social media campaign (specific to VSPC):
 - 1 pre-event post
 - 2 posts during the event featuring photos of VSPC booth and branded photo area
 - 1 post event thanking and re-capping

Exhibit A
Clearwater Superboat Championship

Promotional and Advertising Benefits:

1. Over 15,000 units of 30-second spots to be aired on Bright House Networks.
2. 700 units of 30-second spots on NBC Sports Talk Radio.
3. Live broadcast of event on NBC Sports Talk Radio.
4. 3 days of live coverage to be aired on Bay News 9, Central Florida 13, and Bright House Sports Network. Coverage to include “real time” interviews with tourism industry officials and local dignitaries.
5. 6 advertisements in the Tampa Bay Times listing VSPC as a sponsor.
6. Advertisements on at least 2 digital billboards to include VSPC logo.
7. VSPC logo inclusion on rack cards, save the date cards, posters, street banners, Super Boast banners, and in the Super Boat commemorative photo book.
8. Link to VSPC’s consumer website from the official event web page.
9. Recognition of VSPC as a sponsor in out-of-County Markets.

Exhibit A

East-West Shrine Game

The marketing benefits through the TDC sponsorship of the East-West Shrine Game promoting the destination are many:

- **General Marketing “Look and Feel”:** Primary marketing materials for the East-West Game are based on football and the beaches that clearly promote the destination.
- **Internal Promotion to International Shriners Organization:** Distribution of destination brochures and other materials to attendees at Shriners “Imperial Session” July 5 to 9, 2015, in Houston, Texas inside the East-West Shrine Game Exhibit Booth or in a dedicated and staffed VSPC Exhibit booth (\$10,000 value). Destination links on other Shriners Websites and Shriners Social Media.
- **East-West Shrine Game Radio Network:** Exclusive Sponsorship of the East-West Shrine Game Radio Network Pregame Show and Sponsorship of entire 4.5 hour broadcast. Includes 7-30 second spots, 5 billboard mentions promoting destination, two 3-5 minute interviews with VSPC official and St. Pete Mayor. 5-10 casual mentions during broadcast. 6 additional 30 second spots promoting beach partner properties.
- **NFL TV Network:** We will insure NFL Network receives current B-Roll, Photos and live copy in time for use on the Telecast.
- **Official Program Ad:** VSPC will receive one full page and full color ad in the official East-West Shrine Game program distributed free inside Tropicana Field on Game Day. 5,000 copies. (Significant take home souvenir value. Historical copies of these programs sell to collectors for \$500 or more!)
- **www. Shrinegame.com:** Year around continuous destination web page and links on the official East-West Shrine Game Website to Visitstpeteclearwater.com and LiveAmplified.com (or other URLs) upon request.
- **Signage:** Opportunity for VSPC to provide banners or other signage at East-West Shrine Game events upon request as well as at major entrances to Tropicana Field on Game Day. VSPC material also prominently displayed inside Tropicana Field on “Rays Vision.”
- **Social Media and other Promotion/Advertising:** 360 Press Releases and 175 Credentialed media representatives. Nearly 800,000 Google impressions, 289,403 impressions on Tampa Bay.com event listing. 600 Facebook pictures posted. 4,808 Facebook likes and 4,572 Twitter followers. Local promotion and advertising included 3 half page ads in Tampa Bay Times, 202 spots on iHeart Media stations, 70 spots on Cox Radio stations, 180 spots on Brighthouse TV.
- **Streaming on RadioStPete:** 7,300 scheduled spots (currently “Solar Power”) running year around on popular St. Petersburg based Internet Radio Station. Audio tracks from Liveamplified.com website videos running daily year around as well. (Over 55,000 listeners worldwide online and through mobile distribution in 18 months.)

Exhibit A
John's Pass Seafood Festival



Visit St. Pete Clearwater will receive the following promotional benefits from the John's Pass Seafood Festival:

1. 10x10 Booth Space at Festival for VSPC to Showcase the Destination
2. Space to Park VSPC Van for Promotion and Giveaways
3. VIP Placement for VSPC Full Size Banners on all Stages & Area's – VSPC to provide banners
4. Approximately 120 Radio Ads for Seafood Festival with VSPC Mentions, plus regular weekly mentions live on Tan Talk Radio/"Let's Take it Outside" show with host Misty Wells (3.5 Million listeners)
5. Local Print Ads with VSPC logo Inclusion to be Placed in Paradise News, TBT, On Shore Off Shore, and Trip Advisor
6. VIP tickets for VSPC Clients, Guests and Officials – VSPC to advise on the number needed
7. Invitation for VSPC Official or Delegate to make Live Awards Presentations
8. Invitation for VSPC Executive Director or Delegate to Judge Events on Thursday Night
9. Distribution of 1,000 Posters Flyers & Posters to Promote VSPC during festival
10. MC Announcements to promote "Live Amplified" and encourage guests to like the VSPC Social Media page

Exhibit A

Ribfest

Ribfest Deliverables:

1. VSPC :30 second video to play on (3) jumbotrons at various times during the event.
2. VSPC logo Inclusion on 5 Banners. One 12x3 placed on Fence in front of Stage.
3. VSPC logo inclusion on Official Ribfest Website.
4. VSPC logo or link on Event Live App.
5. Radio Mentions of the destination.
6. VSPC logo inclusion along with other event sponsors in TV promotions.
7. VSPC logo on Billboards.
8. VSPC logo inclusion in Tampa Bay Times (all ads).
9. VSPC logo inclusion in City of St. Petersburg Water Bill Insert.
10. VSPC mentions in Face Book posts.
11. Tickets for VSPC Contest Promotion: 40 General Admission Tickets. 4 Sponsor Hospitality (Any day).
12. Tickets for VSPC clients and guests: 20 General Admission Tickets. 24 Sponsor Hospitality Tickets (8 per day).
13. 10x10 Tent in Family Fun Zone for VSPC to showcase the destination and provide tourist information.
14. Media Wrap up report following the event.

Exhibit A

Pier 60 Sugar Sand Festival

The Sponsorship Benefits Package includes the following:

- **“Live Amplified” Souvenir Photo Opp:**

VSPC will have branding rights to the custom sand sculpture photo opp located inside the Sugar Sand Walk Exhibit. The branded area will include a themed sand sculpture backdrop for guests to step inside and have their picture taken. The “Live Amplified” Photo Opp would include a complimentary 5 x 7 print photo with custom VSPC branded photo cover serving as a marketing piece. This would be a unique opportunity to send a piece of St. Petersburg Clearwater home with over 25,000 visitors. One complimentary photo will be given to each Adult and Senior ticket purchased. (All artwork, images and content to be provided by VSPC).

- **A Culinary Experience of a Lifetime! VSPC “Live Amplified” Sugar Sand & Sunsets VIP Dining Experience:**

Exclusive use of five professionally hand carved sand tables or tables surrounded by sand sculptures along with a decadent chef’s choice, four course, culinary affair for one evening to hoist travel writers, media and other VIP’s for the “Live Amplified” Sugar Sand & Sunsets VIP Dining Experience. The three-hour event would include up to 40 distinguished guests of your choosing and would include a tour of the Sugar Sand Walk Exhibit, custom souvenir photo book for your guests and a grand finale fireworks display over the waters of Pier 60.

- **“Live Amplified” Photo Book Layout:**

VSPC would receive two dedicated pages to showcase the “Live Amplified” marketing campaigns as part of the official Pier 60 Sugar Sand Festival Souvenir Photo book. (All artwork, images and content to be provided by VSPC).

- **Additional Presenting Sponsorship Benefits:**

- Logo inclusion on all television, print and social media advertising.
- Logo displayed on the official Pier 60 Sugar Sand Festival banner for 3 weeks prior to the start of the event at the base of Pier 60 Fishing Pier.
- Logo displayed on the build-out week banner located on exhibit tent (nine days prior to start of event).
- Logo carved into Sponsor Pile located at entrance to exhibit tent.
- Your brand featured on SugarSandFestival.com including hyperlink to VSPC site.
- Six Custom Feather Flags on-site, premium location.
- Four Custom Festival-Inspired Banners on-site, premium location
- 250 admission tickets to the Sugar Sand Walk Exhibit.
- Opportunity to display promotional materials within our Visitor Information rack card display.
- Logo inclusion on all nationally targeted marketing campaigns, where applicable.